

LIBRARY SERVICES

MISSION STATEMENT

The mission of The Burbank Public Library is to provide access to information, recreation and education through a variety of media. The Library fulfills its commitment to the future by providing stimulating materials and programs that encourage its citizens to become lifelong learners.

DESCRIPTION

The Burbank Public Library is our community's link to literacy, lifelong learning, personal growth, education, and entertainment. To meet the needs of our diverse community, we provide access to a variety of services and information resources.

The Central Library and two branches offer an extensive collection of materials, both print and non-print, Internet access, expert research staff, and supportive services. Through state-of-the art technology and participation in cooperative library systems, the Burbank Public Library is also able to furnish access to additional resources.

The Library fulfills its commitment to the future by providing stimulating materials and programs, which encourage youth to become life-long learners.

To accomplish its mission, the Library operates two divisions: Technical Services and Public Services.

- Technical Services includes Technical Processing (acquisitions, cataloging, processing library materials); Automation Services (Internet access, circulation, database maintenance, on-line public access web-based catalog); Library Website Management, Branch and Administration Services.
- Public Services includes Senior, Adult, Teen, Children's Services, Audio Visual Services, Literacy Services, Programming, Proctoring and Community Room Rental.

OBJECTIVES

- Continue to promote library card use, participate in community events, speak at community organizations, increase our use of Channel 6, etc.
- Continue to conduct various needs assessments of our patrons, assisting unemployed patrons, assessing staff and service modules to become more efficient and tracking circulation patterns of specific library materials.
- Improve customer service by establishing Library Twitter and Facebook pages, keeping staff informed with emerging technologies through webinars, podcasts, etc., and investigating reference chat and ebooks.
- Continue to monitor participation in school age book clubs, enhance services to the post-storytime & pre-bookclub age groups, and develop a new BurbankREADS campaign for 2010.
- Partner with senior centers to coordinate activities and services such as book clubs, computer training and informative programs.
- Continue to emphasize the international language collection for adults and children by continuing with the We Speak Your Language campaign and increasing the collection in books, the spoken word and DVDs.
- Expand service at Central for laptop users and create a larger area for teens.
- Investigate and evaluate RFID (Radio Frequency Identification) possibilities to move from magnetic security to radio frequency identification and explore self-check and automatic sorting feasibilities.

CHANGES FROM PRIOR YEAR

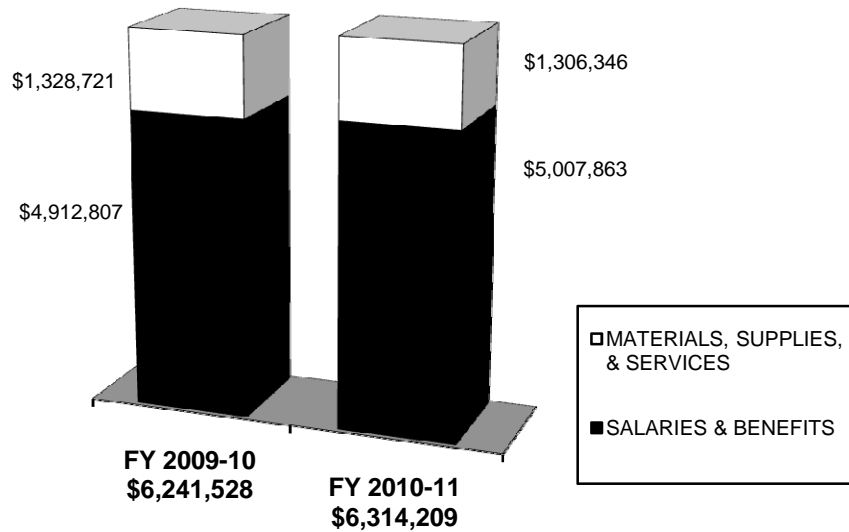
Staffing changes due to budget reductions include freezing 2 full-time Librarians, a Library Clerk position, and a part-time Library Clerk position. However, City Council reinstated \$150,000 to enable the Library to utilize temporary staffing for one year in order to maintain the Library's current service hours. The proctoring fee was increased from \$25 to \$35 and a 3-M self-check machine at Buena Vista Library was eliminated as part of the budget reduction.

DEPARTMENT SUMMARY

	EXPENDITURES 2008-09	BUDGET 2009-10	BUDGET 2010-11	CHANGE FROM PRIOR YEAR
Staff Years	68.698	66.697	63.723	(2.974)
Salaries & Benefits	\$ 4,938,577	\$ 4,912,807	\$ 5,007,863	\$ 95,056
Materials, Supplies, Services	1,436,673	1,328,721	1,306,346	(22,375)
TOTAL	\$ 6,375,250	\$ 6,241,528	\$ 6,314,209	\$ 72,681

LIBRARY SERVICES

Department Summary



2009-10 WORK PROGRAM HIGHLIGHTS

- This past year, Burbank Public Library greeted over a million visitors, answered over 275,000 reference questions, circulated close to 1.5 million items, over 330,000 patrons used our public access computers, and it would have taken seven full-time employees to accomplish what our volunteers did for us.
- The Library updated, revised and colorized its Library Services brochure. Children's and Teen Services now have their own service pamphlets.
- Our Teen Librarian and one of our Children's Librarians each presented workshops at the 11th California Library Association Conference held at the Pasadena Convention Center. The teen workshop was called "Transforming Apathy into Enthusiasm: Programming for the Marginalized and At-Risk-Young Adults" and the Children's was "Storytime Sparks! Best Practices for Holidays and Special Days."
- In October, Burbank Public Library held a Principal's Luncheon for both private and public schools where we talked about the student services offered by the Library, such as our databases for research, homework assistance through HelpNow and much more.
- In November, Burbank Public Library participated in the First 5 LA, the Read Early, Read Aloud Literacy Campaign and increased library card registration for Burbank residents by five percent for that month.
- The Library partnered with the Boys & Girls Club of Burbank and Shakespeare @ Play in the Big Read, a program funded through a grant from the National Endowment for the Arts. The Boys & Girls Club read short stories from Edgar Allan Poe's *Nevermore* throughout the month of October, along with a kickoff program at the Library starring Duffy Hudson as Edgar Allan Poe. Shakespeare @ Play selected *Sun, Stone and Shadows: 20 Great Mexican Short Stories*, as their Big Read selection.
- Our Teen Librarians connected Burbank High School students to the teen resources at the Library by speaking for five hours to the English classes on campus. Also, for two-and-one-half days the Teen Librarians performed book talks to the students at Monterey High School to raise interest in teen reading and conducted research training and tours of the Library to Bell-Jeff students.
- The Library's outreach efforts continue to expand with presentations or representatives at: BUSD Adult School Seminar, Open House, Career Day, and Health & Benefit Fair, Verdugo Job Center Collaborative Meeting, Joslyn Health Fair and Job Fair, City of Burbank Benefit & Health Fair, Farmers Market Anniversary Event, and the Warner Bros. Retirees.

2009-10 WORK PROGRAM HIGHLIGHTS *cont.*

- Through a \$2,000 Early Childhood Reading Grant received from Target, the Library was able to purchase early literature materials at Buena Vista along with special display racks to highlight this new material.
- The Library purchased a new computer called, The Early Literacy Station, for each Children's Room. The computers are pre-loaded with 37 top-rated developmental software. They are very popular with both children and parents.
- The Library has a new database that not only offers help with homework but has a job component called JobNow that assists with resume writing and live coaching for interview techniques.
- In other outreach efforts, we presented our Home Borrowers program to Wesley Tower, Verdugo Tower, Olive Court, Las Casitas, Senior Artist Colony and Evergreen Retirement Home.
- The Library solicited bids for a concession cart at Buena Vista Branch Library. Cappel's was selected to provide snacks and beverages outside the Library beginning in the Fall.
- Burbank Public Library was one of the priority institutions scheduled to receive the new digital talking books and book machines provided through the Braille Institute. Only 14,400 players are scheduled for distribution nationwide after two decades of research, planning and design by the National Library Service for the Blind and Physically Handicapped, Library of Congress.
- The Library's Children's staff visited every fifth grade class in Burbank this past year, describing our services and programs, and handed out library card applications.
- The Library provided 42 outdated telephone books as set decoration for "Visiting Mr. Green" which opened at the Colony Theatre on August 26th.

2010-11 WORK PROGRAM GOALS

- Enhance the awareness of Library Service throughout the community by promoting Library card use, participating in community events, speaking at community organizations, increasing our use of Channel 6, adding school visits and issuing on-the-spot library cards at special events, etc.
- Meet changing community needs for Library services, materials and programs by conducting various needs assessment of our patrons, by assisting unemployed patrons with newly created job search resources, jobs & career pages in our Library wiki, and book lists with in-house or remote access, etc., assessing staff and service modules to become more efficient, and track circulation patterns of specific materials.
- Utilize existing and new technologies to improve customer service by establishing Library Twitter and Facebook pages, keeping staff informed of emerging technologies through webinars, listserve subscriptions, podcasts, demonstrations and journals, investigating reference chat and ebooks, tracking the use of iBistro features.
- Investigate and evaluate RFID possibilities to move from magnetic security to radio frequency identification and explore self-check and automatic sorting feasibilities.
- Expand services to the senior population by partnering with senior centers to coordinate activities and services such as book clubs, computer training and informative programs.
- Continue to promote sustainable living by serving as a clearinghouse for public information from City departments and educate the public on sustainability through programs, special displays specialized materials, website links on the Library's homepage, maintain a "green" wiki with listings of local "green" businesses.
- Recruit volunteers to read to patients/clients at convalescent homes, nursing homes, adult day care, hospices and senior living facilities.
- Continue to work with City officials and infrastructure committees to explore options for a new Central Library.
- Promote the importance of literacy, reading and lifelong learning by monitoring participation in school age book clubs, enhancing services to the post-storytime & pre-bookclub age groups, and developing a new BurbankREADS campaign for 2010.
- Continue to emphasize the international language collection for adults and children by continuing with the We Speak Your Language campaign and increasing the collection in books, the spoken word and DVDs.
- Increase service at Central by installing additional individual study tables with built-in electrical outlets to accommodate the high demand of laptop users.
- At Central, expand service to teens by exploring available floor space, reconfiguring it, if possible, and adding furniture.

Technical Services Division

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The Technical Services Division includes Technical Processing, Circulation Services and Automated Services. Technical Services acquires, catalogs and processes all library materials for the library system. These resource materials include recreational reading, print and electronic information sources, CDs and DVD's, books on CDs and periodicals. Over 50,000 new items were cataloged and added to the collection last year. Circulation Services records and discharges circulation transactions, including maintaining patron records. Close to 1.5 million items were circulated last year. Automated Services manages internet access, the Library's automated circulation system, the on-line public access catalog and a variety of computer databases. Over 330,000 patrons used our public access internet. Library Services Administration is included in this division. Administration Services provides administrative leadership and clerical support for all technical and public service areas. This division also provides liaison support for the Board of Library Trustees and the Sister City Committee. It administers the auditorium and community room reservations at Central and Buena Vista Branch, schedules proctoring services, manages the Library website and oversees Branch Services.

OBJECTIVES

- Investigate and evaluate RFID (Radio Frequency Identification) possibilities to move from magnetic security to radio frequency identification and explore self check & automatic sorting feasibilities.
- Keep staff informed of emerging technologies through webinars, listserv subscriptions, podcasts, etc.
- Investigate reference chat and eBooks.
- Continue to track the usage of iBistro features.

CHANGES FROM PRIOR YEAR

As part of the budget reductions, a full-time Library Clerk position was frozen. Proctoring fees were also increased from \$25 to \$35.

DIVISION SUMMARY

	EXPENDITURES 2008-09	BUDGET 2009-10	BUDGET 2010-11	CHANGE FROM PRIOR YEAR
Staff Years	21.843	22.171	20.507	(1.664)
Salaries & Benefits	\$ 1,666,493	\$ 1,787,034	\$ 1,742,315	\$ (44,719)
Materials, Supplies, Services	514,550	537,753	524,569	(13,184)
TOTAL	\$ 2,181,043	\$ 2,324,787	\$ 2,266,884	\$ (57,903)

Public Services Division

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The Public Services Division includes Senior, Adult, Teen and Children Services, Audio Visual Services, Literacy Services, and Programming. Professional reference librarians at all three Burbank Libraries using traditional, as well as online resources, handle over 275,000 reference questions each year. The 24/7 on-line reference service provides 24-hour access to a reference librarian as well as access to thousands of magazines and articles. Links on our website provide assistance to small businesses while other links answer questions on Medicare or Social Security or other senior issues. Live homework assistance through Brainfuse provides on-line homework help, and JobNow assists with resume writing and interview techniques. Nearly 5,000 patrons have utilized this service this past year. Public Services includes community-oriented activities and services such as the Home Borrowers' program, volunteer programs, and special interest programs for children, teens, and adults. More than 500 programs are presented each year with over 36,000 patrons attending. Children's programming includes a wide variety of activities for preschoolers through middle grades designed to promote a lifelong love of reading, and the ability to utilize libraries and information sources. Expanded teen programs include reading programs, book clubs, poetry slams, Teen Council, an Anime Festival and book related contests. Computer classes are available for seniors. Literacy Services provides one-on-one tutoring for adults who speak English, but read or write below a sixth grade level. Literacy Services also offers a Ready to Read Literacy program that tutors fourth grade students who are reading below grade level. Participants improve their reading skills by at least one grade level.

OBJECTIVES

- Continue conducting needs assessment surveys to determine what new services and/or materials patrons would like to have in the Library and track circulation patterns of specific materials.
- Monitor participation in school age book clubs, enhance services to the post-storytime and pre-bookclub age groups.
- Continue to promote Library card use, participate in community events, speak at community organizations, increase the use of Channel 6 to promote Library events and activities.
- Continue to promote sustainable living by serving as a clearinghouse for public information and educating the public on sustainability through programs, special displays, specialized materials, website links on the Library's homepage and maintain a "green" wiki and "green" pages with listings of local "green" businesses.
- Recruit volunteers to read to patients/clients at convalescent homes, nursing homes, adult day care, hospices and senior living facilities.
- Expand service to Teens at Central by exploring available floor space, reconfiguring it, if possible, and adding furniture.
- Increase service at Central by installing additional individual study tables with built-in electrical outlets to accommodate the high demand of laptop users.
- Develop a new BurbankREADS campaign for 2010.
- Continue with the We Speak Your Language campaign and increase the collection of International language books, the spoken word and DVDs.
- Partner with senior centers to coordinate activities and services such as book clubs, computer training and informative programs.

CHANGES FROM PRIOR YEAR

Staffing changes due to budget reductions include freezing two full-time Librarian positions and a part-time Library Clerk. Changes to the Office Equipment Maintenance account include the elimination of a 3-M self-check machine at the Buena Vista Library.

	EXPENDITURES 2008-09	BUDGET 2009-10	BUDGET 2010-11	CHANGE FROM PRIOR YEAR
Staff Years	46.855	44.526	43.216	(1,310)
Salaries & Benefits	\$ 3,272,084	\$ 3,125,773	\$ 3,265,548	\$ 139,775
Materials, Supplies, Services	922,123	790,968	781,777	(9,191)
TOTAL	<u>\$ 4,194,207</u>	<u>\$ 3,916,741</u>	<u>\$ 4,047,325</u>	<u>\$ 130,584</u>

Technical Services Division

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		EXPENDITURES FY 2008-09	BUDGET FY 2009-10	BUDGET FY 2010-11	CHANGE FROM PRIOR YEAR
STAFF YEARS		21.843	22.171	20.507	(1.664)
SALARIES & BENEFITS					
60001	Salaries & Wages	\$ 1,185,433	\$ 1,262,676	\$ 1,236,536	\$ (26,140)
60006	Overtime	5,083	126	126	
60012	Fringe Benefits	465,789	519,744	501,165	(18,579)
60015	Wellness Program Reimb	865			
60022	Car Allowance	2,253	4,488	4,488	
60031	Payroll Adjustment	7,070			
		1,666,493	1,787,034	1,742,315	(44,719)
MATERIALS, SUPPLIES, SERVICES					
DISCRETIONARY					
62170	Private Contractual Services	\$ 76,432	\$ 71,569	\$ 71,569	
62300	Special Departmental Supplies	26,800	26,045	26,045	
62305	Reimbursable Materials	1,321	1,325	1,325	
62310	Office Supplies	1,481	1,488	1,488	
62425.1002	Library Resources - Technology	10,500			
62440	Office Equip Maint & Repairs	527	523	523	
62455	Equipment Rentals	1,827	1,972	9,672	7,700
62460	Library Programming	54	1,000	1,000	
62625	Literacy Services	46,283	37,063	25,576	(11,487)
62690	Sister City Committee	10,551	12,000	12,000	
62755	Training	69	530	530	
62895	Miscellaneous	1,331	400	400	
62970.1000	Holding - PLF		36,782	36,782	
NON-DISCRETIONARY					
62000	Utilities	63,554	58,067	58,067	
62220	Insurance	122,530	133,607	143,769	10,162
62470	F533 Office Equip Rentals				
62475	F532 Vehicle Equip Rentals	6,556	5,658	3,285	(2,373)
62485	F535 Comm Equip Rentals	46,797	44,350	44,350	
62496	F537 Computer Equip Rentals	97,937	105,374	88,188	(17,186)
		514,550	537,753	524,569	(13,184)
PROGRAM TOTAL		\$ 2,181,043	\$ 2,324,787	\$ 2,266,884	\$ (57,903)

Public Services Division

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		EXPENDITURES FY 2008-09	BUDGET FY 2009-10	BUDGET FY 2010-11	CHANGE FROM PRIOR YEAR
STAFF YEARS		46.855	44.526	43.216	(1.310)
SALARIES & BENEFITS					
60001	Salaries & Wages	\$ 2,369,169	\$ 2,242,216	\$ 2,414,644	\$ 172,428
60006	Overtime	8,330	6,165	6,165	
60012	Fringe Benefits	878,714	877,392	844,739	(32,653)
60015	Wellness Program Reimburs	1,346			
60022	Car Allowance	2,253			
60031	Payroll Adjustment	12,272			
		3,272,084	3,125,773	3,265,548	139,775
MATERIALS, SUPPLIES, SERVICES					
DISCRETIONARY					
62170	Private Contractual Services	\$ 11,569	\$ 10,100	\$ 10,100	
62300	Special Departmental Supplies	11,634	10,743	10,743	
62310	Office Supplies	8,714	8,815	8,815	
62425	Library Resource Materials	342,230	317,647	317,647	
62425.1001	Resource Materials - Electronic	65,673	15,225	15,225	
62425.1002	Technology Resources	32,380	35,000	35,000	
62425.1003	Audio Visual Resources	86,572	75,000	75,000	
62435	General Equip Maint & Repairs	154	155	155	
62440	Office Equip Maint & Repairs	10,948	11,000	6,728	(4,272)
62700	Memberships & Dues	166	200	200	
62710	Travel	1,796	1,000	1,000	
62755	Training	328	505	505	
62895	Miscellaneous	473	500	500	
NON-DISCRETIONARY					
62000	Utilities	198,267	186,826	186,826	
62441.1000	Print Shop	36,490			
62496	F537 Computer Equip Rentals	114,729	118,252	113,333	(4,919)
		922,123	790,968	781,777	(9,191)
PROGRAM TOTAL		\$ 4,194,207	\$ 3,916,741	\$ 4,047,325	\$ 130,584

LIBRARY SERVICES

AUTHORIZED POSITIONS

CLASSIFICATION TITLES Full Time	STAFF YEARS 2008-09	STAFF YEARS 2009-10	STAFF YEARS 2010-11	CHANGE FROM PRIOR YEAR
LIBRARY SERV DIR	1.000	1.000	1.000	
ASST LIBRARY SERV DIRECTOR	1.000	1.000	1.000	
LITERACY COORDINATOR	1.000	1.000	1.000	
SUPVG LIBRARIAN	5.000	5.000	5.000	
SR ADMINISTRATIVE ANALYST	1.000	1.000	1.000	
EXECUTIVE ASSISTANT	1.000	1.000	1.000	
SR LIBRARIAN	1.000	1.000	1.000	
CHILDRENS' LIBRARIAN	2.000	4.000	4.000	
LIBRARIAN	11.000	9.000	7.000	-2.000
LIBRARY ASSISTANT	11.000	10.000	10.000	
SR CLERK	1.000	1.000	1.000	
LITERACY CLERK	1.000	1.000	1.000	
INTERMEDIATE CLERK	2.000	1.000	1.000	
LIBRARY CLERK	10.000	11.000	10.000	-1.000
TOTAL FULL TIME	49.000	48.000	45.000	-3.000
Part Time	*	*	*	
SR LIBRARIAN	0.113 (1)	0.113 (1)	0.114 (1)	0.001
CHILDREN'S LIBRARIAN				
LIBRARIAN	3.620 (9)	3.620 (10)	3.990 (10)	0.370
LIBRARY ASSISTANT	0.500 (1)			
MESSENGER BILL DELVR	0.375 (1)	0.375 (1)	0.375 (1)	
LIBRARY CLERK	6.392 (15)	6.392 (15)	6.040 (14)	-0.352
LIBRARY MONITOR	1.100 (3)	0.600 (2)	0.600 (2)	
LIBRARY PAGE	7.598 (18)	7.598 (18)	7.604 (18)	0.006
TOTAL PART TIME	19.698 (48)	18.698 (47)	18.723 (46)	0.025
	*	*	*	
TOTAL STAFF YEARS	68.698 (97)	66.698 (95)	63.723 (91)	-2.975

* INDICATES THE NUMBER OF PERSONNEL CORRESPONDING TO THE GIVEN NUMBER OF STAFF YEARS